

New Dia Fenway, LLC
MRN284222

APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

New Dia Fenway, LLC
48-62 Brookline Ave, Boston, MA 02215

2. Type of license sought (if cultivation, its tier level and outside/inside operation) and information regarding the application submission:

Retail

The application was reopened three (3) times for additional information.

3. The applicant is a licensee or applicant for other Marijuana Establishment and/or Medical Marijuana Treatment Center license(s):

The applicant is not an applicant or licensee for any other license type.

Please note that individuals and/or entities associated with the proposed application(s) are also associated with another adult-use retail license under the name of New Dia, LLC.

4. List of all required individuals and their roles in the Marijuana Establishment:

Individual	Role
Ross Bradshaw	Person Having Direct/Indirect Control
Amanda Bradshaw	Person Having Direct/Indirect Control

5. List of all required entities and their roles in the Marijuana Establishment:

Entity	Role
New Dia, LLC	Capital Contributor

6. Applicant's priority status:



Economic Empowerment Priority Applicant
(Ross Bradshaw / 89.98 % Ownership / EE201826)

7. The applicant and municipality executed a Host Community Agreement on November 11, 2020.
8. The applicant conducted a community outreach meeting on April 22, 2021 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the City/Town of Boston on November 2, 2021. stating the applicant was in compliance with all local ordinances or bylaws.
10. The applicant proposed the following goals for its Plan to Positively Impact Disproportionately Harmed People:

#	Goal
1	75% of managers and employees will be hired from disproportionately impacted communities, specifically 35% residents from Mission Hill, 30% residents from Roxbury, and 10% residents from Dorchester.
2	Host two (2) annual free cannabis career workshops within the disproportionately impacted community of Roxbury to assist individuals (21 and over) who wish to enter the marijuana industry.

BACKGROUND CHECK REVIEW

11. There were disclosures of any past civil or criminal actions, occupational license issues, or marijuana-related business interests in other jurisdictions. None of the disclosures raised suitability issues.
12. There were no concerns arising from background checks on the individuals or entities associated with the application.

MANAGEMENT AND OPERATIONS PROFILE REVIEW

13. The applicant states that it can be operational within six (6) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Day(s)	Hours of Operation
Monday-Sunday	10:00 a.m. to 9:00 p.m.



15. The applicant submitted all required summaries of plans, policies, and procedures for the operation of the proposed establishment. The summaries were determined to be substantially compliant with the Commission's regulations.
16. The applicant proposed the following goals for its Diversity Plan:

#	Goal
1	Recruit 50% minorities; 50% women; 10% veterans, 10% people with disabilities; 10% people who identify as LGBTQ+ for its hiring initiatives.
2	Host employee educational training at least twice annually. Topics will include marijuana cultivation techniques, product manufacturing techniques, retail practices, compliance, writing management training and industry seminars.
3	Seek supply agreements with at least three (3) minority-owned, women-owned or EE/SE owned wholesales for its supply chain needs.

17. Plan for obtaining marijuana or marijuana products (if applicable):

The applicant will obtain marijuana or marijuana products by contracting with other licensed establishments.

RECOMMENDATION

Commission staff recommend provisional licensure with the following conditions:

1. Final license is subject to inspection to ascertain compliance with Commission regulations.
2. Final license is subject to inspection to ascertain compliance with applicable state laws, local codes, ordinances or bylaws, and local licensing requirements.
3. The applicant shall cooperate with and provide information to Commission staff.
4. Provisional licensure is subject to the payment of the appropriate license fee.
5. Prior to performing job functions, all provisional licensees shall ensure that all current Marijuana Establishment, Medical Treatment Center, and Independent Testing Laboratory Agents involved in the handling or sale of Marijuana for adult and medical use shall have attended and successfully completed the Basic Core Curriculum of the Responsible Vendor Training Program to be designated a "Responsible Vendor" and provide a "certificate of completion" to the Commission upon request. In addition, all newly hired employees involved in the handling or sale of marijuana or marijuana products must also successfully complete the Basic Core Curriculum of the Responsible Vendor Training Program within 90 days of hire, in compliance with 935 CMR 500.105(2) or 935 CMR 501.105(2).
6. Prior to final licensure, and upon receiving a commence operations notice, the applicant shall ensure full compliance with all consumer education material requirements applicable to its license type in accordance with 935 CMR 500.140 (6), namely bullet seven by adding referral information for substance use disorder treatment programs, and the telephone number for the Massachusetts Substance Use Helpline.



The applicant has demonstrated compliance with the laws and regulations of the Commonwealth and suitability for licensure. Therefore, the applicant is recommended for provisional licensure.

